

# 1,000 reasons to stay at the unhotel

*onefinestay celebrates its 1,000<sup>th</sup> member, ending a year of unprecedented growth*

**London – 20<sup>th</sup> December 2012** - onefinestay ([www.onefinestay.com](http://www.onefinestay.com)), the world's first unhotel, which lets guests live like a local in a distinctive home while the owner is out of town, today announced the 1,000<sup>th</sup> member to join the service and list their home exclusively with the company. This announcement marks a four-fold increase in the company's membership and portfolio over the past twelve months alone.

onefinestay redefines the experience of city travel. Guests live like a local in a distinctive home, with all the comforts and conveniences of a hotel including 5\* linens and towels, toiletries, and even an iPhone for the duration of their stay. Meanwhile, members earn a hassle-free income at times when their house or apartment would otherwise stand empty.

The 1,000<sup>th</sup> member's home is one among a range of distinctive homes that includes the iconic [clock tower apartment at St Pancras](#) and a [historic townhouse in New York's Soho](#). Just 2½ years after its launch, taken as a whole onefinestay now exclusively manages a property portfolio worth well in excess of \$2.5 billion across New York and London.

The announcement of the 1,000<sup>th</sup> member ends a momentous year for onefinestay, from which other milestones include:

- onefinestay expanded internationally to New York in May 2012.
- The company experienced accelerated growth in New York, where membership has grown three times more quickly than it did initially in London, to 150 members there today.
- onefinestay appointed Jackson Hull as CTO, with Jackson relocating with his family from Silicon Valley to help build a leading technology team in London's Silicon Roundabout.
- This Christmas, the company will host more guests concurrently than London's biggest hotel.
- From a headcount perspective, the company has grown rapidly, and now employs a full time team of over 100.

With many thousands of bedrooms across London and New York, onefinestay's unhotel now has more bedrooms than The Plaza nine times over, with prices ranging from \$250 per night for a comfortable one bedroom apartment to over \$2,000 for a grand townhouse. For guests, these homes are as easy

to book as a hotel room, and their character is paired with the services of a hotel - including 5\* linens, fluffy towels, luxury toiletries, 24/7 guest services and even an iPhone, which is preloaded with local recommendations from the home's owner, during their stay.

"The announcement of our 1,000<sup>th</sup> member is a rewarding end to what has been a significant year for onefinestay," said CEO and co-founder Greg Marsh. "With plans already afoot for our next international roll-outs, we are expecting 2013 to be equally exciting as we continue to deliver on our plan to build an unhotel in every major world city."

*Please note **onefinestay** is one word, no spaces, lowercase*

**Notes to Editors:**

onefinestay ([www.onefinestay.com](http://www.onefinestay.com)) redefines the experience of city travel: live like a local by staying in a distinctive home while the owner is out of town, with a service which offers all the convenience and comfort of a hotel. Guests enjoy luxury amenities like 5\* hotel linens and toiletries and every guest is also lent an iPhone for the duration of their stay which is stocked with local tips from the home's owner, and from which they can make free local calls. Members benefit by earning an income from a house or apartment at times when it would otherwise stand vacant, without the risk or hassle associated with alternatives like holiday rental or short letting. Since its launch in 2010, onefinestay has signed up over a thousand members, and today manages an exclusive portfolio of over \$2.5bn of beautiful upscale homes in London and New York.

**Press enquiries: [press@onefinestay.com](mailto:press@onefinestay.com) or +44 7826 529 286**